

Figure 2

300 → Time: 1000-2229  
Days : All Days  
Channels : TV1  
Week Commencing : 06/07/03  
Demographic group : All 05+

Visual Optimiser Display Parameters

Programmes avail. 169

301 →

Schedule Objectives

Reach target 50 %

Single Frequency Target 1 +

Reach Corridor 2 - 5

Budget Limit \$ 250,000

Pre-filter programme selection (optional)

Minimum TARP 1.0

Maximum CPT 750.0

Start Time 1000

End Time 2229

SUN MON TUE WED THU FRI SAT

All Mid End

R&F in the selected time period(s)

01 Jun 2003 - 07 Jun 2003  
25 May 2003 - 31 May 2003  
18 May 2003 - 24 May 2003  
11 May 2003 - 17 May 2003  
04 May 2003 - 10 May 2003  
27 Apr 2003 - 03 May 2003  
20 Apr 2003 - 26 Apr 2003

4 date ranges selected

302 →

OK Cancel

### Figure 3

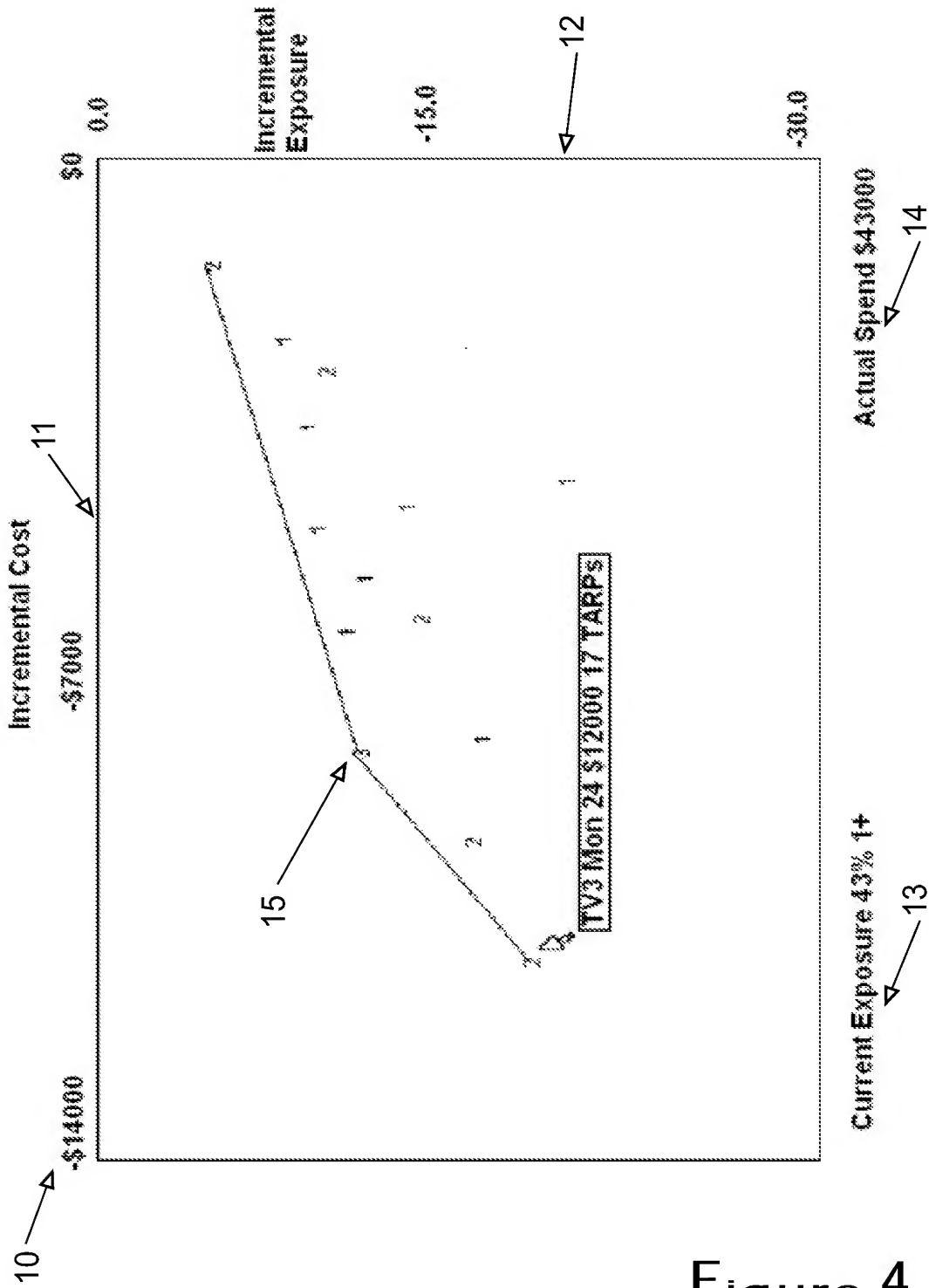


Figure 4

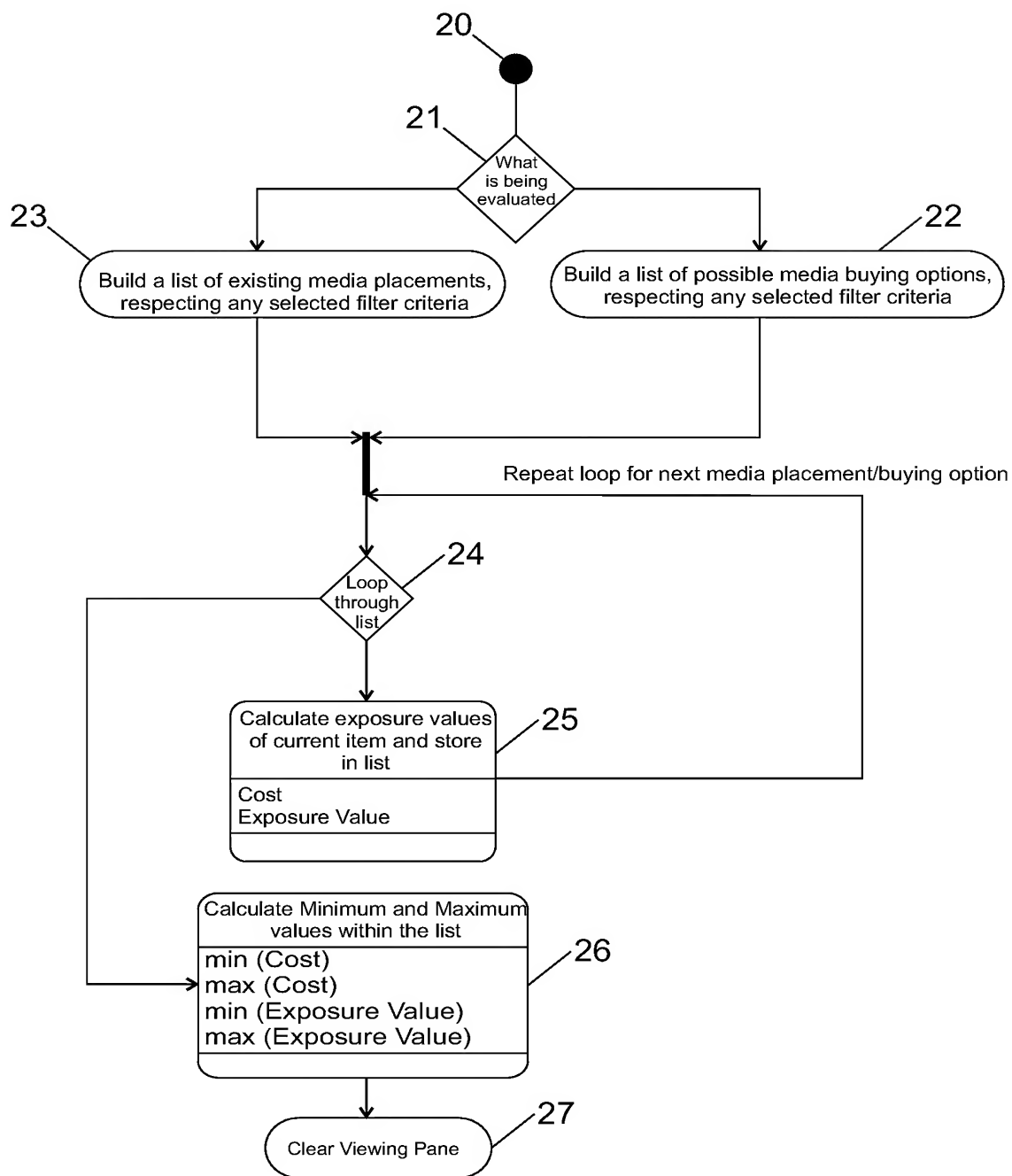


Figure 5

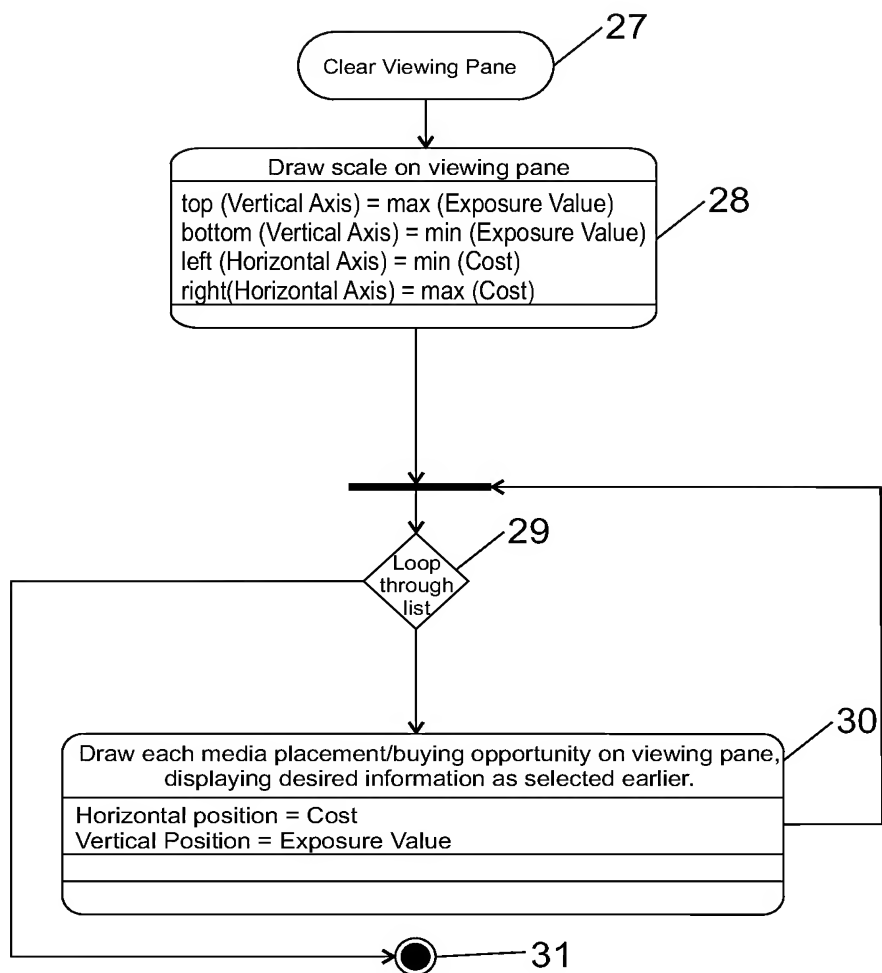


Figure 5 cont

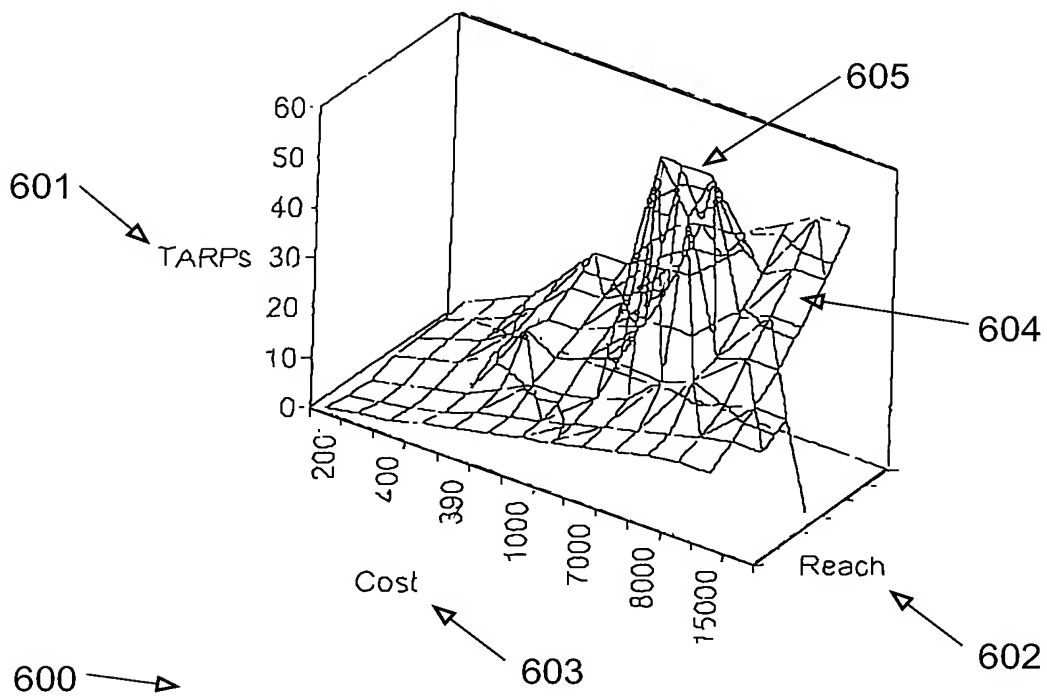


Figure 6